



Proclamation

Presented to

Passport Hawai'i

WHEREAS, Passport Hawai'i is a new 30-minute television show which will showcase cultural tourism, health and wellness tourism and recreational tourism opportunities in Hawai'i; the show will serve as a resource for visitors wanting to maximize their experience while in the islands; and

WHEREAS, Passport Hawai'i's mission is "to help educate viewers with responsible storytelling;" supported by an advisory board consisting of Hawai'i's business leaders; the show will feature segments that provide audiences with an in-depth view of our beautiful State for both local residents and visitors; and

WHEREAS, Passport Hawai'i will build and support tourism through cultural awareness and education; viewers will be invited to come, see and discover the "Aloha Spirit" of our island state; and

WHEREAS, Passport Hawai'i is hosted by former Ms. Universe Brook Lee; feature cooking demonstrations by Chef Chai Chaowasaree, owner of two award-winning restaurants-- Chai's Island Bistro and Singha Thai Cuisine; and also feature health and fitness segments from Olympic athlete and Gold Medalist Brian Clay; and

WHEREAS, Passport Hawai'i's strategy includes leveraging contacts and relationships with the hospitality and travel industry in our State; positioning itself to be the first resource for professional travel agents in Hawai'i; and

WHEREAS, Passport Hawai'i is broadcast in high definition on KGMB9; follow-up broadcasts on KHNL; Passport Hawai'i will air five 30-minute television specials in 2011, scheduled to air in June, August, October, November and December; regular airtime positioned monthly, during the Wednesday, 6:30 p.m. timeslot;

THEREFORE I, NEIL ABERCROMBIE, Governor, and I, BRIAN SCHATZ, Lieutenant Governor of the State of Hawai'i, do hereby proclaim July 27, 2011 as

"PASSPORT HAWAII DAY"

in Hawai'i and urge the people of the Aloha State to join us in recognizing Passport Hawai'i for its contributions in promoting our State as a vacation destination for visitors.

DONE at the State Capitol, in the Executive Chambers, Honolulu, State of Hawai'i, this eighteenth day of July, 2011.


NEIL ABERCROMBIE
Governor, State of Hawai'i


BRIAN SCHATZ
Lt. Governor, State of Hawai'i